

PRESS RELEASE

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Noble Systems Recognized as a North American Contact Center Market Leader in Latest Frost & Sullivan Industry Report

Global contact center technology provider maintains a dominant position in outbound dialing systems, credited with "deep understanding" of vertical markets

Atlanta, GA – September 29, 2011: Noble Systems Corporation, a global leader in unified contact center technology solutions, saw clear gains in industry analysis firm Frost & Sullivan's latest comprehensive survey of the North American contact center market. According to the independently-researched data, Noble Systems now holds the second-largest share of outbound dialer systems revenue and is among the top 10 firms in overall market share by combined product revenues.

"Time and again, industry analysis has confirmed that more and more technology decision-makers around the world are turning to our suite of premise-based and hosted solutions," said James K. Noble, Jr, President and CEO of Noble Systems. "We welcome any analysis or survey that focuses on the contact center, the focal point of our consistent growth and innovation for more than 20 years."

Frost & Sullivan's 2011 "North American Contact Center Systems Market" covers inbound contact routing systems, IVR/voice portal systems, outbound dialer systems, quality monitoring systems, workforce management software and contact center analytics. The study also discusses the drivers and restraints for growth and pricing, distribution, technology, demand and market trends.

"Today's outbound dialer market is a hotbed of innovation," says Keith Dawson, Industry Director, Contact Centers at Frost & Sullivan. "The rise of Noble Systems to capture second place in market share in the North American dialer market is a sign of the technical dynamism in the outbound sector, especially in such a challenging economic and revenue environment," Dawson adds. "Noble has been one of the sector's growth engines over the last three years and has helped grow the market in new directions, especially with the recent rollout of the company's Enterprise Hosted offering."

About Noble Systems

Noble Systems Corporation is a global leader in unified contact center technology solutions, providing innovative products since 1989. Every day, millions of customer contacts are made by agents at 4,000+ client installations worldwide using the award-winning Noble platform for inbound, outbound and blended communications. The scalable, integrated Noble solutions include advanced ACD and predictive dialing;

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unified contact processing; and integrated IVR, recording, messaging, quality/monitoring systems, scripting, and real-time reporting and management tools. Based in Atlanta, GA, Noble Systems was the first vendor to offer an open, scalable, fully-distributed platform. For more information, contact Lee Allum at 1.888.8NOBLE8 or visit www.noblesystems.com.

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